Mission Statements

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Different Schools of Thought

1. Traditional
   - Long, unwieldy, all inclusive

2. Short and to the point
   - Less than 10 words

3. Mantra, not Mission statement
   - Three or four words

Traditional

APU

Azusa Pacific University is an evangelical Christian community of disciples and scholars who seek to advance the work of God in the world through academic excellence in liberal arts and professional programs of higher education that encourage students to develop a Christian perspective of truth and life.

Wendy's

The mission of Wendy's is to deliver superior quality products and services for our customers and communities through leadership, innovation, and partnerships.

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Short and to the Point

Four parts:

1. A verb
2. A target population,
3. An outcome that implies something to measure, and
4. In eight words or less

- Need to include concrete results
- It is about the *what*, not the *how*
  - "Creating awareness," "empowering" somebody, "changing attitudes"—those aren't real impacts

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Short, to the Point

- Rehabilitate coral reefs in the Western Pacific
- Prevent maternal-child transmission of HIV in Africa
- Get Zambian farmers out of poverty

Each statement says exactly what the organization has set out to accomplish

You know whether they are working on something that fits your own mission

Indispensable starting point for real measurement of impact. You can't measure impact unless you know what you're setting out to accomplish.

Mantra, not Mission Statement

Wendy's

The mission of Wendy's is to deliver superior quality products and services for our customers and communities through leadership, innovation, and partnerships.

When you buy a hamburger at Wendy's, do you think about participating in "leadership, innovation, and partnerships" when ordering a hamburger there?

A mantra is three or four words long. Tops. Its purpose is to help employees truly understand why the organization exists.

Wendy's: Healthy Fast Food

Mantra, not Mission Statement

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APU: God First

Federal Express:	"Peace of mind"
Nike:	"Authentic athletic performance"
Target:	"Democratize design"
Mary Kay	"Enriching women's lives"

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Exercise

For your organization, create either an eight word mission statement or a mantra

Sprint over to Value Propositions